



January 20, 2016

Re: 2016 Sponsorship Opportunities

The Association of Public Finance Professionals of the District of Columbia, Maryland and Virginia, Inc. ("APFP") was founded in February 2015 as a District of Columbia 501(c)(6) not-for-profit corporation designed to promote and maintain high standards and principles in the public finance industry and to encourage fellowship among its members. The goal of APFP is to provide educational activities and forums, as well as to provide networking and mentoring opportunities. Our roster now boasts over 70 members with participants from state and local government issuers, not-for-profit issuers, investment bankers, attorneys, financial advisors, insurers, and trust officers.

In 2015, we have had a phenomenal year! Our inaugural Educational Seminar featured guest speaker Bob Fippinger, Municipal Securities Rulemaking Board (MSRB) Chief Legal Counsel. Over 70 public finance professionals were in attendance. Bob provided an update on the MSRB rules related to the development of the MSRB's municipal advisory regulatory regime, reviewed MSRB Rule G-17 and proposed Rule G-42 and discussed the upcoming Municipal Advisor Representative Qualification Examination (Series 50). Approximately 60 persons attended our second educational seminar with guest speaker Rebecca Harrigal, Director of the IRS Office of Tax Exempt Bonds, Tax Exempt & Government Entities Division where she reviewed the IRS FY 2016 priorities.

APFP was launched with the generous financial support of companies such as yourselves. In our inaugural year we received generous sponsorships from twenty-two firms which made it possible for us to dramatically enhance our ability to connect with professionals who work in the public finance industry. The generosity of our corporate sponsors allows us to provide free membership and cover our annual operating costs, educational seminars, and networking socials.

We expect to build on the momentum from this year to make APFP even more successful in 2016. We have four events planned throughout the coming year which will include special guest speakers and panel discussions. We also plan to focus on growing our membership and establishing a mentoring program.

Financial support from our corporate sponsors will help defray costs of our ongoing programs. In that regard, we are pleased to provide sponsorship opportunities at a variety of levels and would appreciate your continued support. We have several packages for sponsorship and these are detailed in the 2016 Sponsorship Commitment Form enclosed with this letter.

Sponsorship will provide your firm with recognition as a 2016 APFP sponsor, note the sponsorship level with your firm's logo on our event invitations and programs, and a verbal announcement of your sponsorship during our events. Your firm's logo will also be displayed on our sponsor banner at all APFP events. In addition, sponsors will be recognized on the APFP website through the end of the calendar year with a hyperlink.

In order to meet our financial commitments for upcoming events, we are requesting that annual sponsors remit funds no later than **March 1, 2016**.

We look forward to hearing from you. If you require additional information or wish to discuss opportunities for regional events in greater detail, please feel free to contact us at the telephone number and email provided in the enclosed 2016 Sponsorship Commitment Form. Thank you for being our partner in the past and hopefully you will continue to support us in this endeavor.

Sincerely,

/s/ Craig Robinson
Craig Robinson
President
APFP

/s/ Pamela Holton Byrd
Pamela Holton-Byrd
Treasurer
APFP

Attachment

ASSOCIATION OF PUBLIC FINANCE PROFESSIONALS

APFP



DISTRICT OF COLUMBIA
MARYLAND
VIRGINIA

2016 Sponsorship Commitment Form

Sponsorship Opportunities	Amount
Platinum	\$2,500
Gold	\$1,500
Silver	\$1,000
Bronze	\$500

Firm Name

\$

Amount of Sponsorship

Specific Sponsorship Opportunity

Contact Information

Name

Title / Position

Address

City

State

Zip Code

Phone

Fax

E-Mail

Payment information:

Please make all checks payable to Association of Public Finance Professionals of the District of Columbia, Maryland, and Virginia, Inc.

Please forward to:

Pamela Holton-Byrd, Stifel
Treasurer, APFP
One South Street, 30th Floor
Baltimore, Maryland 21202

Questions? Call 410-659-2312 or email byrdp@stifel.com